



REQUEST FOR QUALIFICATIONS (RFQ)

Jurupa Area Recreation and Park District (“district”) is a California Special District. The District serves residents of the Zip Codes 92509 and 91752 in Jurupa Valley and a portion of Eastvale in Riverside County. The District is seeking proposals from qualified firms, hereinafter referred to as “Proposers” to establish a contract for:

PARKS and RECREATION MASTER PLAN

Work provided shall be in accordance with the Scope of Services requirements attached hereto and incorporated herein by this reference as Section III.

PROPOSALS WILL BE VALID FOR 120 DAYS AFTER CLOSING DATE

I have read and understand and agree to the terms and conditions herewith, and I am submitting a Proposal in response to this solicitation.		
Date: _____ Company Name: _____		
*Authorized Signature	Name	Title
*Authorized Signature	Name	Title

**If a corporation, the document must be signed by two corporate officers. The first signature must be either the Chairman of the Board, President, or any Vice President. The second signature must be either the Secretary, an Assistant Secretary, Chief Financial Officer, or any Assistant Treasurer. In the alternative, a single corporate signature is acceptable when accompanied by a corporate resolution demonstrating the legal authority of the signatory to bind the corporation.*

RETURN THIS COVER PAGE WITH YOUR PROPOSAL

LATE PROPOSALS WILL NOT BE ACCEPTED

SECTION 1: INTRODUCTION AND INSTRUCTIONS TO PROPOSERS

A) OVERVIEW

The Jurupa Area Recreation and Park District (District) is seeking proposals from qualified consultants to prepare a comprehensive Parks and Recreation Master Plan that will create a clear vision, action plan, and financial strategy for the community through 2035.

The District intends that the successful Proposer shall provide the one-time service requested in accordance with Section III – Scope of Services, and the Terms and Conditions set forth in Section V – Sample Agreement, of this RFP, including all exhibits, attachments and appendices with negotiated modifications.

Work shall be completed on or before June 30, 2024

B) PROPOSED SCHEDULE

Questions Due	February 13, 2023
Proposals Due Date	2:00 p.m., Marh 1, 2023
Evaluation Period	March 2, 2023 – March 10, 2023
Finalists interviews	March 22, 2023
District Council Contract Award Date	April 13, 2023
Contract Start Date	April 14, 2023
Project Completion Date	On or before June 30, 2024

C) INSTRUCTIONS TO PROPOSERS AND PROCEDURE FOR SUBMITTAL

1. **Submission of RFP:**

Proposals must be delivered to:

**Jurupa Area Recreation and Park District
8621 Jurupa Rd
Jurupa Valley, CA 92509**

2. **Questions and Addenda:** All questions or requests for interpretation regarding this RFP must be submitted via email to: colby@jarpd.org

If clarification or interpretation of this solicitation is considered necessary by District, a written addendum shall be issued.

3. **Validity of Proposals:** Proposals must be valid for a period of at least 120 calendar days from the closing date and time for receipt of proposals.

4. **Proposals are not to be marked as confidential or proprietary. District may refuse to consider any Proposal so marked. Proposals submitted in response to this RFP may become subject to public disclosure.** District shall not be liable in any way for disclosure of any such records. Additionally, all Proposals shall become the property of the District.

5. **Proposer RFP Examination:** By submitting a Proposal, Proposer represents that it has thoroughly examined District's requirements and is familiar with the services required under this RFP and that it is qualified and capable of providing the services to achieve District's objectives.

6. **Proposal Compliance:** Each Proposer must submit its Proposal in strict accordance with all requirements of this RFP and compliance must be stated in the Proposal. Deviations, clarifications and/or exceptions must be clearly identified and listed separately as alternative items for the District's consideration.
7. **Proposal Rejection:** Any Proposal may be rejected if it is conditional, incomplete, or deviates from specifications in this RFP. District reserves the right to waive, at its discretion, any procedural irregularity, immaterial defects, or other improprieties which District deems reasonably correctable or otherwise not warranting rejection of the Proposal. Any waiver will not excuse a proponent from full compliance.
8. **Pre-Contractual Expenses:** The District shall not, in any event, be liable for any pre-contractual expense incurred by the Proposer in the preparation of its proposal. Pre-contractual expenses are defined as expenses incurred by the Proposer in:
 - a. Preparing its proposal in response to this RFP
 - b. Submitting its proposal to the District
 - c. Negotiating with the District on any matter related to the proposal
 - d. Any other expenses incurred by the Proposer prior to date of contract award
9. **Negotiations:** District reserves the right to: a) negotiate the final Contract with any Proposer(s); b) withdraw this RFP in whole or in part at any time without prior notice and, furthermore, makes no representations that any Contract will be awarded to any Proposer responding to this RFP; c) award its total requirements to one Proposer or to apportion those requirements among two or more Proposers; or d) reject any proposal if it is conditional, incomplete or deviates significantly from the services requested in this RFP. In addition, negotiations may or may not be conducted with Proposer; therefore, the Proposal submitted should contain Proposer's **most favorable terms and conditions**, since the selection and award may be made without discussion with any Proposer.
10. **Contract:** It is anticipated that the contract(s) (model agreement in Section V) resulting from this RFP, if awarded, will be effective for one year, with the option to renew for two additional one-year periods. The District reserves the right to cancel the contract any time upon thirty (30) days prior written notice to Consultant of its intent to terminate.
11. **Protest Procedure:** Only a proposer who has actually submitted a proposal in response to this RFP is eligible to submit a protest. The District will not accept or entertain RFP protests from anyone who did not submit a proposal for the project or work being protested.

Proposers may file a protest of an RFP with the Jurupa Area Recreation and Park District **8621 Jurupa Rd, Jurupa Valley, CA 92509** no later than 4:00 p.m. on the fifth business day after the date the Notice of Intent to Award was announced.

At the time of the filing, the protest shall be:

- a. submitted on the proposer's formal letterhead and include the proposer's company name, address, phone number and the name and title of the individual filing the protest;
- b. list the reasons for the protest including the specific section of the documents or technical specifications being disputed and shall cite any statutes or case law supporting or serving as the basis for the protest and describe how they support the item(s) being disputed.

If the protest does not meet these requirements, the District will reject it without further review. If the protest is submitted on time and complies with all the above requirements,

the General Manager or his designee, shall review the protest and all relevant information submitted by the protestor. The District will provide a written response to the protestor. The District has the right to respond to any protest until the date on which the contract is awarded by the District.

The procedure and time limits set forth in this paragraph is mandatory and is the sole and exclusive remedy in the event of an RFP protest. Failure to comply with these procedures shall constitute a failure to exhaust administrative remedies and a waiver of any right to further pursue the proposal protest, including filing a Government Code Claim or legal proceedings.

If the District determines that the protest is frivolous, the party originating the protest may be determined irresponsible and that party may be determined to be ineligible for future contract awards.

*** End of Section 1 ***

II. PROPOSAL REQUIREMENTS

Each Proposal submitted in response to this Request for Proposal (RFP) shall be submitted as follows:

- A) **COVER SHEET:** Submit the completed RFP cover sheet.
- B) **LETTER OF TRANSMITTAL:** A one-page Letter of Transmittal shall be addressed to **Colby Diuguid - General Manager**, and shall, at a minimum, contain the following information:
1. Identification of Proposer who will have contractual responsibility with the Jurupa Area Recreation and Park District. Identification shall include legal name of company, address from which the services will be managed, telephone number and e-mail address of the contact person identified during the period of proposal evaluation.
 2. A summary of the Proposer's Qualifications, including a brief description of its proposed representative(s) and key staff. It shall make a commitment to accept the terms and conditions in the RFP and Professional Services Agreement, including acknowledgment of receipt of all amendments and/or addenda to the RFP. **Exceptions to this RFP or to the attached Professional Services Agreement will not be accepted. Do not submit a proposal if you have exceptions to this RFP or to the Professional Services Agreement.**
 3. A statement that the proposal shall remain valid for a period of not less than 120 days from the date of submittal.
 4. Signed statement attesting that all information submitted with the proposal are true and correct.

C) TECHNICAL PROPOSAL

1. Qualifications of the Firm:

This section of the proposal should establish that the consultant has the ability to satisfactorily perform the required work; the requisite previous experience on similar assignments; and the stability and professional standing of the Firm.

This section should include, at a minimum:

- a. Firm Profile
 - i. Provide a summary of Consultant's qualifications and experience to show competence in providing Parks, Recreation and Community Services Master Plan for a government or regulatory agency.
 - ii. Describe how any conflict of interest will be avoided including:
 - a. Plans where Consultant, or Consultant staff, have a direct or indirect financial interest.
 - b. Plans prepared by Consultant or a firm associated with Consultant, and plans prepared by a competitor design firm.
 - iii. Provide a summary of the firm's background and capabilities, including information on the firm's history and areas of specialization, or particular expertise as it relates to this Master Plan project.
- b. Litigation and Contract History
 - i. Provide a brief description of any:
 - Conviction or indictment of the firm or any officer of the firm within the last three years involving alleged fraud, bribery, collusion, conspiracy, or violation of state or federal antitrust law.
 - Adjudication or determination by any federal, state, or local agency that the firm or any officer of the firm has violated any provision of law relating to equal opportunity or fair employment.
 - Termination of a contract for convenience or for cause.
 - Proposer shall certify that Proposer has not been disciplined in the last

five (5) years as a Consultant by any government body or professional association.

c. Project References

- i. Provide three (3) reference from clients for whom the Proposer is currently or has previously provided services defined in the RFP, within the last three (3) years. Include names, phone number, email, and mailing address. Reference may be contacted to assist with the evaluation of experience, qualifications, and customer satisfaction. Additional reference may be contacted by the District at its discretion.

2. Qualifications of Personnel:

This section should identify the qualifications of the individuals, subconsultants, and/or suppliers that will be providing services to the District.

- a. Provide an organization chart clearly showing all consultant team members that will be assigned to this project.
- b. Identify any subconsultants who will be used.
- c. Provide resumes of all principals in the firm and all members of your consultant team that will be assigned to this project. Resumes should highlight staff members' experience as it relates to this project. Explain your staff skillset by referencing other similar projects. Show licenses and other credentials.

3. Understanding and Approach:

The Proposer must present a clear and concise understanding of the overall project and its objectives based on the available information. Describe the services and activities that your firm proposes to provide to the District. Include the following information:

- a. Provide a qualification statement that includes the firm's approach to accomplish the project; highlighting qualifications and strengths that will single out your firm as the best for this project.
- b. Proposer should list and describe the significant issues and concerns that need to be addressed. Other potential issues not previously indicated herein should be presented, along with any innovative or unique solutions.
- c. Include an explanation of how a collaborative relationship with the District will be established, including methods for communicating and sharing information and materials, as well as facilitating Task Force or other meetings and building consensus.
- d. Describe the firm's approach to community involvement and how the firm will solicit, gather, compile, and analyze community input in this process.
- e. Propose a work plan with project schedule, timeline, milestones, and deliverables to address the scope of work. Include all staff assigned and the number of hours to complete work plan elements by staff level and by task.

4. Sealed Fee Proposal:

The Consultant shall submit as part of the Proposal the proposed work hours by task and total project cost and should include the following detail:

- a. Work hours for each team member, by task, and total work hours by all members for each task.
- b. Billable rates of each member of the project team.
- c. Breakdown of direct costs, profit, indirect rate, and estimated reimbursable expenses, and markups.

- d. Project cost estimates and fee from each sub-consultant on the project team for his/her portion of the work at the same level of breakdown noted above.
- e. Submit a separate fee for each optional task (Options A, B, and C) specified in the Scope of Work.

Pricing shall remain firm for the entire term of the Agreement, which includes any additional renewal term.

DO NOT INCLUDE YOUR FEE PROPOSAL WITH YOUR TECHNICAL PROPOSAL. Submit your firm's Fee Proposal in a **separate, sealed envelope** to the address below. Clearly marked your sealed envelope with:

SEALED FEE PROPOSAL:

**Jurupa Area Recreation and Park District
8621 Jurupa Rd
Jurupa Valley, CA 92509
DO NOT OPEN WITH REGULAR MAIL**

This original fee proposal must be received by the RFP due date and time specified. This document may be mailed or hand-delivered, but the District is not responsible for lost or misdirected mail.

5. Conflict of Interest Statement

Complete and submit Section VI - "Conflict of Interest Statement" with the proposal package.

6. Acknowledgement of Insurance Requirements

Complete and submit Section VII - "Acknowledgement of Insurance Requirements" with the proposal package.

7. Appendices

Information considered by Proposer to be pertinent to this RFP and which has not been specifically solicited in any of the aforementioned sections may be placed in a separate appendix section. **Proposers are cautioned, however, that this does not constitute an invitation to submit large amounts of extraneous materials. Appendices shall be relevant and brief.**

*** End of Section 2 ***

III. SCOPE OF WORK

A. PROJECT DESCRIPTION

The Jurupa Area Recreation and Park District (District) has a strong commitment to provide high quality parks, recreation facilities, and programming for all citizens of the community. The District is seeking proposals from qualified consulting firms for the preparation of a comprehensive Parks, Recreation, and Community Services Master Plan that will create a clear vision, action plan, and financial strategy for the community through 2030. The Plan shall include, at a minimum, the following sections:

- Park and facility inventory and assessment;
- Community needs survey;
- Recreation facilities and programs service levels assessment and recommendation;
- Operations and maintenance plan;
- District policy review;
- General Plan updates;
- Financial strategy plan.

B. SCOPE OF WORK

The Master Plan process should be approached collaboratively with the community, stakeholders, and staff; and the project schedule should provide adequate time for each project, including working with community members, District staff, facilitating public participation, data gathering and analysis, document preparation, and reviews by key stakeholders and policy makers, including Community Services Commission and District Council meeting. Analysis should also include a review of existing assets inventory, demographics, and current planning standards. Translation services for written materials and public meetings may be required and should be reflected in the fee proposal.

Tasks include, but are not limited to:

- i. An outline of the process, timing, and schedules from start of the project to completion, concluding with District Council consideration of the Master Plan, including allowances for reviews, staff comment periods, and edits.
 - a. Consultant will review and summarize key planning documents that inform or address parks and open space policies in the District to set the planning and policy context.
- ii. Community wide needs assessment to determine park, recreation, and community services needs of the Chino community.
- iii. Parks and amenities assessment and recommendations.
 - a. Provide a complete park, amenity, and open space inventory, including year built and acreage.
 - b. Complete a comprehensive analysis and evaluation of conditions of all parks and amenities and other areas necessary for consideration in the study.
 - c. Provide priority recommendations and phasing for additions, renovations, redevelopments, replacements, decommissioning, maintenance, and improvements of existing and proposed parks, playgrounds, shelters, sports courts, parking lots, etc. based on research and documented needs.
- iv. Recreational facilities assessment and recommendations.

- a. Provide a complete recreational facility and amenity inventory, including year built and square footage.
 - b. Complete a comprehensive analysis and evaluation of conditions of all recreation facilities and other areas necessary for consideration in the study.
 - c. Provide priorities, recommendations, and phasing for additions, renovations, redevelopments, replacements, decommissioning, maintenance, and improvements of existing facilities HVAC units, parking lots, etc. based on research and documented needs.
- v. Land Analysis
 - a. Consultant will identify publicly owned and private land suitable for acquisition and development/expansion for park or facility purposes.
- vi. Provide a detailed implementation plan that prioritizes demand and satisfies recommendation of the Master Plan, including but not limited to:
 - a. Prioritized statements of specific District Council actions.
 - b. Ten-year Capital Improvement program with cost estimates to cover the Mater Plan.
 - c. Maintenance and operations and staffing requirements to implement the plan.
- vii. Identification of potential funding sources, including grants, foundations, gifts, sponsorships, fees, etc.
- viii. Community Services/Recreation program assessment and recommendations **(OPTION A)**.
 - a. Complete a comprehensive analysis and evaluation of community services/recreation programs and services offered in-house and through partnership agreements, including but not limited to:
 - i. Strengths, weaknesses, opportunities, threat, services gaps, external providers of community services/recreation, competition, community demographics, community needs, fee analysis, etc.
- ix. Per Capita Spending Analysis **(OPTION B)**.
 - a. Consultant will compile budget and expenditure information from District documents to establish the District's current per capita spending investment for parks/community services/recreation operation within the District. Per capita spending analysis should include expenditures related to maintenance, operations, staffing, programming, administration, and capital improvements. Consultant will utilize best practice research to establish the methodology for this task and provide local comparisons.

*** End of Section 3 ***

IV. SELECTION PROCESS

A) EVALUATION CRITERIA and WEIGHTS

Proposals must be in compliance with the requirements of this RFP. Selection will be based on the quality and value of the proposal, including comprehensiveness and responsiveness to the requirements outlined in this RFP. The proposals will be evaluated based on the following criteria:

1. Experience, Qualifications, Project Approach, Understanding, and Work Plan (30 points)
 - a. This evaluation component will allow the District to assess the Consultant's understanding of the services that are requested and needed for a successful project.
 - b. Proposed plan to achieve the Scope of Services described herein and produce the required outcome in a timely manner.
 - c. Overall quality of the proposal, including a demonstrated understanding of the purpose, scope and objective of the services to be performed. It is the intention of the Jurupa Area Recreation and Park District to award a contract to the Proposer who furnishes satisfactory evidence that the Proposer has the requisite experience and ability to enable the Proposer to execute the work successfully and properly, and to complete services in a timely manner. To determine the degree of responsibility to be credited to the Proposer, District will weigh the evidence that the Proposer has performed satisfactorily other contracts of like nature, magnitude and comparable difficulty and comparable rates of progress.
2. Past Performance, References (20 points)
 - a. Professional experience in performing tasks similar in scope and complexity
 - b. Past, recently completed, or on-going Parks and Facilities Master Plan services that will substantiate experience
 - c. References from customers and/or clients whom you have delivered similar services
3. Project Team (20 points)
 - a. Relevant experience of key personnel based on resumes showing technical knowledge and experience
 - b. A capable, dedicated project team is crucial to any successful project. The Consultant's team needs to be identified, along with its full capabilities relevant to the project at hand.
 - c. Proposer should identify any other firms (subconsultants) included on the Project Team along with the Consultant and describe the scope of the Consultant's and each consultant or firm's services and responsibilities during the project.
4. Responsiveness (10 points)

The proposer's responsiveness to the RFP including completeness and thoroughness of proposal; all required information must be provided in the format specified. This category will also evaluate:

 - a. Ability to provide services as outlined in the RFP
 - b. Approach and proposed methodology to project scope
 - c. Demonstrated knowledge of the work required
 - d. Innovative approaches and internal measures to ensure timely and quality completion of work
 - e. Ability to demonstrate its qualifications in a clear and compelling manner and ability to follow all directions included in this RFP.
 - f. Review and negotiation of acceptance or exceptions to the District's Professional Services Agreement
 - g. Quality and thoroughness of proposer's schedule and milestone timeline. Ability to meet project timeliness. The capacity to perform work within the desired timeframe.

5. Competitive pricing as compared to other qualified Proposer's RFP responses (20 points)

B) EVALUATION PROCEDURE

Each RFP will be reviewed and evaluated by each member of a selection panel established by the District. Each reviewer will use the evaluation criteria set forth in this RFP and score each RFP accordingly. Each reviewer will complete his/her review of RFPs independently. The selection panel's evaluations will be combined to determine a numerical ranking of each responsive RFP. **Proposals obtaining less than 75% of the total available points will be eliminated from further consideration.** The highest- ranking proposals may be invited to the District for interviews with the selection panel if a selection cannot be made based on the RFPs.

The District may determine that it is necessary to conduct interviews prior to final selection. In the event that interviews are necessary, the teams that submit the highest ranked RFPs will be invited to the District to make presentations to the members of the selection panel and answer questions. Each member of the selection panel will evaluate the interviews and the final scores will be established based on criteria and instructions provided prior to the interview taking place.

C) SELECTION

It is the District's intent to select one (1) firm to provide services at Jurupa Area Recreation and Park District.

The District reserves the right to make final decisions regarding the selected firm and the number of selected firms based on the quantity and quality of the RFPs received. This right extends to modifying the selection process to eliminate interviews if an insufficient number of qualified firms/teams submits an RFP.

D) AWARD

Award is based on the most responsive and most responsible Proposer(s). District shall send a Notice of Intent to Award to all Proposers via PlanetBids, to announce the District's intent to award the contract to the top-ranked selected Proposer.

The Jurupa Area Recreation and Park District may negotiate contract terms with the selected Proposer prior to award, and expressly reserves the right to negotiate with several Proposers simultaneously. However, since the selection and award may be made without discussion with any Proposer, the proposal submitted should contain Proposer's most favorable terms and conditions.

E) IMPLEMENTATION

1. Meetings

- a. A kick-off meeting will be held after award of contract. Consultant and its team will meet with Jurupa Area Recreation and Park District staff to conduct introductions, discuss scope of services, and implementation process.
- a. The consultant shall plan on monthly meetings to update District staff on project progress. If the project is on schedule, the meeting may be conducted electronically.

2. Notice to Proceed

- a. Following the kick-off meeting, a formal Notice to Proceed (NTP) may be issued after the agreement is fully executed, and all insurance documents and required documents have been received and approved.

*** End of Section 4 ***

V. PROFESSIONAL SERVICES AGREEMENT (attached in the Documents & Attachments tab in PlanetBids)

PROVISIONS REQUIRED BY LAW DEEMED INSERTED:

Each and every provision of law and clause required by law to be inserted in this contract shall be deemed to be inserted herein, and the contract shall be read and enforced as though it were included herein. If through mistake or otherwise any such provision is not inserted, or is not correctly inserted, then upon application of either party, the contract shall forthwith be physically amended to make such insertion or correction.

*** End of Section 5 ***

VI. CONFLICT OF INTEREST STATEMENT

Provide in this section a statement disclosing any past, ongoing or potential conflicts of interest that your firm, proposed staff, or any subcontractors may have as a result of performing this work.

If there is no conflict of interest then provide such statement in this section.

If there is a real or perceived conflict of interest that exists with the submission of a proposal, or would exist if the Proposer entered into an Agreement with the Jurupa Area Recreation and Park District in this proposal, full details should be provided in this section. Detail a plan to manage the conflict of interest.

*** End of Section 6 ***

VII. ACKNOWLEDGEMENT OF INSURANCE REQUIREMENTS

I, _____, the _____
(Title)

of _____, certify that the Insurance Requirements set forth in
(Proposer's Company Name)

the Proposed Agreement for **-PARKS and RECREATION MASTER PLAN** have been read
and understood. I certify that _____
_____ 's insurance company(ies)
(Proposer's Company Name)

_____ is/are able to provide the
(Name(s) of insurance company(ies))

coverages specified.

Authorized Signature Date

*** End of Section 7 ***